

## **ABSTRACT**

*The Indonesian government has registered the Standard Sundanese script into unicode and incorporated Sundanese script learning materials into the local content curriculum for schools in West Java to preserve the Sundanese script. Nevertheless, the students still have difficulty understanding the script. Factors that influence this include the lack of learning media that can be accessed by students other than school textbooks to learn the Standard Sundanese script. Along with the development of technology, education no longer has to be done conventionally in the classroom but can also be done in a fun way using interactive media such as learning applications. Learning activities not only can be done through the formal presentation of material in class but can also use edutainment or educational entertainment to make learning activities more fun. Many languages learning mobile application can be accessed to learn new languages in this digital era, including application to learn standard Sundanese script. Nevertheless, the existing application haven't implemented edutainment. Looking at the phenomena that occur, this research will focus on designing a mobile application prototype for learning the Standard Sundanese script by not only providing formal material but also implementing edutainment in the form of simple games to provide a more interesting and fun Sundanese script learning experience for teenagers. The research method using combination of qualitative and quantitative, the design method is carried out using the design thinking method and the data collection being used in this research is based on three visual aspects, namely the image aspect (observation), the production aspect (interview), the audience aspect (questionnaires and interview), and literature review. The benefit from this research is to participate in the traditional language and script's revitalization as well to provide alternative learning media for student to learn standard Sundanese Script.*

**Keywords:** *UI/UX, Standard Sundanese script, Fun Learning, Edutainment*